

# Salesforce Marketing-Cloud-Account-Engagement-Specialist Certification & Marketing-Cloud-Account-Engagement-Specialist Valid Test Registration



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## Salesforce Marketing-Cloud-Account-Engagement-Specialist Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• <b>Email Marketing:</b>This section of the exam measures skills of an Email Marketing Specialist and tests the candidate's ability to differentiate between standard emails and templates. It covers scenarios involving the capabilities and use cases of email within Account Engagement and explains how to analyze email reporting metrics to assess performance and engagement levels.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>• <b>Administration:</b>This section of the exam measures the skills of a Salesforce Administrator and focuses on essential administrative tasks within Account Engagement. It includes creating, editing, and mapping fields, and understanding how data flows between Account Engagement and Salesforce. Additionally, it covers the functions of the Account Engagement Recycle Bin and its role in managing deleted records efficiently.</li></ul>

Topic 3	<ul style="list-style-type: none"> <li>Engagement Studio: This section of the exam measures skills of a Marketing Automation Specialist and covers how to build and manage automated marketing programs. Candidates need to distinguish between the various components that make up an engagement program and understand the process for updating a program, including how to modify its assets effectively.</li> </ul>
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### **Salesforce Marketing Cloud Account Engagement Specialist Sample Questions (Q43-Q48):**

#### **NEW QUESTION # 43**

An administrator wants to create a list that contains all prospects who complete the Contact Us form, but will later remove any prospects if they become marked as opted out. If a prospect later opts back in, they should be added back to the list. How should the list be created?

- A. Use a completion action on the form to automatically add anyone who completes it to the list.
- **B. Use a dynamic list to automatically add or remove prospects based on the form completion and their opt out status.**
- C. Use table actions to add prospects to the list if they've filled out the form, but haven't opted out from communications.
- D. Use an automation rule to automatically add or remove prospects to the list if they submit the form, but aren't opted out.

**Answer: B**

Explanation:  
Explanation

The best way to create a list that contains all prospects who complete the Contact Us form, but will later remove any prospects if they become marked as opted out, is to use a dynamic list. A dynamic list is a list that automatically adds or removes prospects based on criteria that you define. In this case, the criteria would be based on the form completion and the opt out status of the prospect. A dynamic list would also add prospects back to the list if they opt back in. The other options are not as efficient or effective as a dynamic list, as they would require manual intervention or additional automation steps

#### **NEW QUESTION # 44**

New feature alerts can be found at the top of the dashboard.

- **A. True**
- B. False

**Answer: A**

Explanation:

According to the Salesforce documentation, the answer is true. New feature alerts can be found at the top of the dashboard. A new feature alert is a notification that informs the user about the latest features and updates that are available in Marketing Cloud Account Engagement. A new feature alert can be found at the top of the dashboard in Marketing Cloud Account Engagement, and it can show different information, such as the name, description, or link of the new feature or update. The user can click on the new feature alert to learn more about it, or to access it. The user can also dismiss the new feature alert by clicking on the X icon, or view the

previous new feature alerts by clicking on the bell icon. The new feature alerts can help the user to stay informed and updated about the new features and updates that are available in Marketing Cloud Account Engagement, and to take advantage of them. Reference: Salesforce documentation

#### NEW QUESTION # 45

LenoxSoft's email template designer has been tasked with driving more engagement with the company's email content. They want to use the Click-Through Rate report to see which links prospects clicked.

What insight does this report provide the template designer?

- A. High open rates indicates that prospects are interacting with the content.
- B. High click rates indicates that the email subject line should be the focus of the email content.
- C. Email clicks on the text version of the email are outperforming clicks on the HTML version of the email
- **D. Low click rates encourage the user to optimize content or link placement in other email sends.**

**Answer: D**

Explanation:

The insight that the Click-Through Rate report provides the template designer is that low click rates encourage the user to optimize content or link placement in other email sends. The Click-Through Rate report shows the percentage of email recipients who clicked on one or more links in the email. This metric indicates how engaging and relevant the email content and links are for the prospects. If the click rates are low, it means that the prospects are not interested in the email content or links, or they are not able to find them easily. The template designer can use this insight to improve the content or link placement in future email sends, such as by using more compelling calls to action, adding more value propositions, or making the links more visible and accessible. The other options are not insights that the Click-Through Rate report provides. Email clicks on the text version of the email are not tracked by Marketing Cloud Account Engagement, so they do not affect the click rates. High click rates do not indicate that the email subject line should be the focus of the email content, as the subject line is more related to the open rates. High open rates do not indicate that prospects are interacting with the content, as they only measure how many prospects opened the email, not how they engaged with it. Reference [Email Metrics Glossary]

#### NEW QUESTION # 46

A marketer receives a request to permanently delete a prospect from Marketing Cloud Account Engagement.

How does the marketer satisfy this request?

- A. The marketer deletes the prospect in Salesforce, which then permanently deletes the prospect in Marketing Cloud Account Engagement.
- B. The marketer goes to the prospect record and chooses the "Permanently Delete" menu option.
- **C. The marketer archives the prospect and then selects "Permanently Delete" from the recycle bin.**
- D. The marketer archives the prospect, but cannot permanently delete their data.

**Answer: C**

Explanation:

The way the marketer can satisfy the request to permanently delete a prospect from Marketing Cloud Account Engagement is by archiving the prospect and then selecting "Permanently Delete" from the recycle bin.

Archiving a prospect removes them from the active prospect database and places them in the recycle bin, where they can be restored or permanently deleted. Permanently deleting a prospect removes them from Marketing Cloud Account Engagement and Salesforce completely and cannot be undone. The marketer cannot archive the prospect without permanently deleting their data, as the archived prospects still count towards the database limit and can be restored. The marketer cannot delete the prospect in Salesforce, as this will only archive the prospect in Marketing Cloud Account Engagement, not permanently delete them. The marketer cannot go to the prospect record and choose the "Permanently Delete" menu option, as this option is not available on the prospect record, only on the recycle bin. References Deleting Prospects

#### NEW QUESTION # 47

Which of the following can "unmatched" prospects?

- A. Segmentation Rules
- **B. Dynamic Lists**

- C. Automation Rules

**Answer: B**

Explanation:

Explanation

Dynamic lists are lists that automatically add or remove prospects based on criteria that you define. Prospects can be "unmatched" from a dynamic list if they no longer meet the criteria. For example, if you have a dynamic list of prospects who have opened an email in the last 30 days, and a prospect does not open any email for 31 days, they will be removed from the list. Automation rules and segmentation rules do not "unmatch" prospects, they only apply actions to prospects that match the criteria

## NEW QUESTION # 48

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